

What is claimed is :

1. In an apparatus reproducing video and audio signals by receiving a broadcast signal, a TV, comprising:

5 a storing unit for storing proper information of a product, and contact information of a certain site ; and

a controlling unit for displaying function information and feature information of the product on a screen by using the contact information and proper information.

10 2. The TV according to claim 1, wherein the certain site is a product-related site.

3. The TV according to claim 1, wherein the function information and feature information of the product is provided from a product-related site server.

15 4. The TV according to claim 1, wherein the controlling unit transmits the proper information of the product to the product-related site server.

20 5. The TV according to claim 1, wherein the proper information of the product is contacted to the product-related site server through a network interface.

6. The TV according to claim 1, wherein the proper information is a model name or a model number of the product.

25 7. The TV according to claim 1, wherein the contact information is a

URL (Uniform Resource Locator) of the certain site.

8. The TV according to claim 1, wherein the function information is information corresponding to video or audio-related functions.

9. The TV according to claim 1, wherein the feature information is information corresponding to a special function.

10. A control method of a TV, comprising:  
transmitting proper information of a product to a certain site ;  
receiving menu information corresponding to the product ;  
receiving information selected by a user in the menu information ; and  
displaying the selected information on a screen.

11. The control method of the TV according to claim 10, wherein the proper information is a model name or a model number of the product.

12. The control method of the TV according to claim 10, wherein the proper information is transmitted by using contact information of the certain site.

13. The control method of the TV according to claim 12, wherein the contact information is a URL (Uniform Resource Locator).

14. The control method of the TV according to claim 10, wherein the certain site is a product-related site.

15. The control method of the TV according to claim 10, wherein the menu information is information corresponding to video or audio-related functions, and information corresponding to a special function.

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16. The control method of the TV according to claim 10, wherein the transmitting process transmits the proper information to the certain site by using the contact information of the product-related site stored in advance when a function selection key signal is inputted by a user.

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17. The control method of the TV according to claim 16, wherein the control method further comprises receiving and processing a broadcast signal when the function selection key signal is not inputted.

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18. The control method of the TV according to claim 10, wherein the control method further comprises displaying general homepage information on a screen after receiving it when the proper information is not transmitted to the certain site.

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